

INDEX TABLES

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# ECONOMIC ABSTRACTS

SEMI-MONTHLY REVIEW OF ABSTRACTS ON ECONOMICS,  
FINANCE, TRADE, INDUSTRY, FOREIGN AID, MANAGEMENT,  
MARKETING, LABOUR

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## ECONOMIC ABSTRACTS

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The applied U.D.C. numbers are not always in accordance with the latest official corrections and extensions. The new numbers will be introduced when the revision of the main groups 3 and 65 will be completed.





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  T 2060  
West Germany T 2009,  
  T 2016



### 3 SOCIAL SCIENCES

#### 325.11 MIGRATION

(73) 325.11 711.4

BRUTSAERT, H. In-migration and functional type of city: test of a hypothesis (U.S.A.). 7 p. A5 (Tijdschrift voor sociale wetenschappen, Gent, no. 3, 1972, p. 324. Lit. opg. Tabn.).

The author tries to relate the different internal migration rates and some characteristics of the migrants to different types of cities in a highly developed Western society, in which there is a lot of migration between cities. Analysis of U.S.A. census data confirms the hypothesis that internal migration is especially directed at cities with a well-developed retailing and services section. (Summaries in Dutch). T 1960

#### 33 : 9 ECONOMIC HISTORY

(73) 33 : 9 330.191(-5) 382

SHEPHERD, J.F., and G.M. WALTON. Shipping, maritime trade and the economic development of colonial North America. Cambridge, Univ. press, 1972. 255 p. A5, Bibliogr. Grafn. Tabn. 12/72 R.E. (6 dollar). I.S.B.N.-0-521-08409-1.

Study of North American colonial economy from the middle of the 17th. century to the American Revolution. Colonial economic development and trade. Colonial trade, distribution costs and productivity change in shipping and distribution. Overseas commodity trade, 1768-72. The balance of trade and invisible earnings in overseas trade 1768-72. The balance of payments, 1768-72. Reinterpretation of issues in colonial history. (Bibliography - 7 p. -). T 1961

#### 330 THEORETICAL ECONOMICS

330.115 ECONOMETRICS. MODELS

See also: T 1987, T 2001, T 2008, T 2014,  
T 2015, T 2018

330.115 338.972.3 65.012.122

FRIEDMAN, B.M. Optimal economic stabilization policy: an extended framework. 21 p. A5 (Journal of political economy, Chicago, no. 5, September/October, 1972, p. 1002. Grafn. Lit. opg.

Tabn.).

An outline of an optimization framework which extends the Tinbergen-Theil model in two ways. First, a "piecewise quadratic" replaces the standard quadratic objective function. Second, the time horizon of the optimization becomes, within the context of economic stabilization problems, endogenous to the optimization process itself. The purpose of both extensions is to escape the conceptual restrictiveness of the Tinbergen-Theil structure while preserving the practical convenience of that model for applied policy work. A. also describes a solution algorithm incorporating these two extensions, and presents the results of a sample computational application based on the 1957-58 recession. T 1962

330.17 FREE AND CONTROLLED ECONOMICS

See also: T 2004, T 2013

330.17 330.187.13

FEIWEL, G.R. On the economic theory of socialism: on Lange's contribution. 16 p. A5 (Kykkos, Basel, no. 3, 1972, p. 601. Lit. opg.).

Reflections upon what the author considers Oskar Lange's main subject: the functioning of the economic system. The publication in English of a selection of Lange's papers. The author sketches problems and their backgrounds, and then reviews Lange's contributions on these subjects. Lange's well-known contribution to the interwar debate on the economic merit of socialism is sketched in to relate it to the reform movement in Eastern Europe in the last decade. Lange's postwar analysis of the development and modus operandi of the traditional Soviet economy served him as a foundation for practical reform proposals. Dynamics economic cybernetics, optimal planning and computers became increasingly important in his work. Lange's later view of his early work. His view of democratic socialism; economic development; and the possibilities of the market mechanism and computers as economic tools irrespective of the economic system. T 1963

330.191.4 REGIONAL ECONOMY

(45) 330.191.4 338.92 339.1 330.172

SALVATORE, D. The operation of the market mechanism and regional inequality. 19 p. A5 (Kykkos, Basel, no. 3, 1972, p. 518.



Lit. opg. Tabn.).

The author aims to show that there is no theoretical justification for believing that the unhampered operation of the market mechanism is detrimental to the development of an underdeveloped region in an otherwise developed country - a theory of Myrdal, Hirschman a.o. This is essentially an empirical question. Since the theory of the backwash and spread effects is too vague for empirical analysis the author breaks up its aggregate movements into their component parts, and adds further elaborations. Finally he applies this extended theory to the case of Italy, obtaining a net benefit and an estimation of its size. (Résumé en français, deutsche Zusammenfassung). T 1964

### 331 LABOUR, LABOUR ECONOMICS

#### 331.1 INDUSTRIAL RELATIONS

See also: T 2055

(52) 331.1 331.6

EVANS, Jr., R. Japan's labor economy; prospect for the future. 6 p. A4 (Monthly labor review, Washington, no. 10, October, 1972, p. 3. Lit. opg.).

The article sets out the basis upon which the Japanese industrial system has developed, briefly reviews how and why this development has led to the frustration of previous expectations, and examines the prospects for the future. Japan's labor-management relationship fundamentally the association between two groups. The several sources of increasing labor productivity. The growth of labor force between 1965 and 1970. T 1965

#### 331.2 WAGES

(73) 331.2 338.53 351.82

SYMPOSIUM: the future of U.S. wage-price policy; by G. Ackley, H.S. Hourhaker, C.H. Madden, a.o. 22 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 3, August, 1972, p. 213. Lit. opg.).

A consideration of the possibilities for government control of wages and prices in the U.S.A. beyond the current "Phase II". The establishment of direct controls in August 1971. The 3 options: controls, competition, and benign neglect. M.L. Weidenbaum: New initiatives in national wage and price policy.

G. Ackley: An incomes policy for the 1970's. C.H. Madden: Controls or competition - what's at issue. H.S. Hourhaker: Are controls the answer. T 1966

331.2.01 331.116.3 331.881

JOHNSON, J. A model of wage determination under bilateral monopoly. 16 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 837. Grafn. Lit. opg.).

The author extends Hieser's analysis of the main gains and losses of the participants to the wage bargain with the forces determining the level of that bargain. (R.O. Hieser: "Wage determination with bilateral monopoly in the labour market: a theoretical treatment" in "The Economic record", no. 113, March, 1970, p. 55; See: R 1033). Examination of the Hieser analysis. The author develops a model of union-employer decisions and contrasts the main features of that model with those currently available in conventional bargaining theory. Some implications for current discussions of wage inflation and some possible lines for empirical research. T 1967

#### 331.6 EMPLOYMENT, LABOUR MARKET

See also: T 1965

(73) 331.6

LABOR market, The, in an expanding economy (U.S.), 10 p. A5 (Federal reserve bulletin, Washington, no. 9, September, 1972, p. 747. Grafn.).

Increased spending by consumers and businesses provided the basis for sharp advances in U.S. production, employment, and productivity after the summer of 1971. Labor demand, Employment growth strengthens in service-type industries. Civilian labor force: growth increases sharply; gains especially large for woman. Labor costs and wages. Collective bargaining. T 1968

(73) 331.6 323.1 711.4

DAVIES, S., and D.L. Huff. Impact of ghettoization on black employment (U.S.A.) 7 p. A5 (Economic geography, Worcester, no. 4, October, 1972, p. 421. Lit. opg. Tabn.).

Supporting data for this study. Distribution of black employment. Relationship between male blacks last employed to job opportu-

tries and to distance from the ghetto. Level of black employment. Dissemination of information, knowledge of the urban environment, supportive services. T 1969

(493) 331.6 373 378

HERINCKX, PIRLOT, J. Le marché de l'emploi des diplômés en Belgique; étude prospective. 44 p. A5 (Cahiers économiques de Bruxelles, Bruxelles, no. 55, 3e trim., 1972, p. 359. Bibliogr. Tabn.).

Cette étude élaborée dans le cadre des travaux préparatoires du IIIe Plan, vise à ventiler les prévisions quantitatives d'emploi selon des catégories basées sur les niveaux de formation, afin de confronter le nombre de diplômes que comptera la population active en 1975 et le nombre d'emplois auxquels pourront prétendre ces diplômes dans les divers secteurs de l'économie. T 1970

(47) 331.6 658.152

PAVLOV, P. Labor resources and the intensification of production; based on the example of a large industrial center (U.S.S.R.). 12 p. A5 (Problems of economics, New York, no. 5, September, 1972, p. 78. Lit. opg.).

In the large cities capital should be invested in intensive instead of extensive development of production; and new equipment, instead of being used to expand production should replace the old equipment that is now too often kept on, tying up manpower that could be better used elsewhere. The Leningrad machine building industry as a case in point, and what is now being done to change this. The advantages of more specialized large-scale production. (Voprosy ekonomiki, 1972, no. 3). T 1971

### 332 BANKING. CURRENCY. FINANCE

#### 332.1 BANKING. BANKS

(44) 332.1 347.734

BRUNSDEN, P. Controls over banking in France. 11 p. A4 (The Banker, London, nos. 559 + 560, September + October, 1972, pp. 1160 + 1167. Lit. opg. Tabn.).

Historical development of the Banque de France. Conseil National de Credit: control of credit and organization of the bank-

ing system. Commission de Contrôle des Banques. Banking system: banques de dépôts, banques d'affaires and banques de crédit à long et moyen terme. Reserve requirements and open-market operations. The discount rate. The controls affecting distribution of credit. T 1972

#### 332.401.7 MONETARY POLICY

(73) 332.401.7 332.571.2

PIGOTT, W., and R.H. Scott. The monetarist controversy in the United States. 7 p. A4 (The Banker, London, no. 560, October, 1972, p. 1259. Lit. opg.).

What should the government do to help reduce unemployment and raise output without rekindling inflationary forces. Keynesian theory. The monetarist counter revolution. Key empirical questions that remain the centre of attention and reports on on some aspects of the empirical work under way; the method and the findings. The current controversy between the Federal Open Market Committee and the F.E.D. T 1973

#### 332.402 MONEY

See also: T 1986

(569.4924) 332.402

MARONS, A. The relationship between the money supply and the money base (Israel). 30 p. A5 (Bank of Israel bulletin, Jerusalem, no. 39, August, 1972, p. 54. Graf. Lit. opg. Tabn.).

How the economy's money supply changes with a given external infusion - the money supply multiplier. This study investigates the variables affecting the multiplier and estimates the multiplier itself. For this purpose all the monetary aggregates are examined. The effect on the multiplier of changes in the ratio between the various monetary aggregates and demand deposits, and the impact of a monthly and a single external infusion on the money supply. T 1974

332.402.2

MOELLER, H. Money as an economic good; a contribution to the foundations of monetary theory. 23 p. A5 (German economic review, Stuttgart, no. 3, 1972, p. 193. Lit. opg.).

The author examines the characteristics and functions of mon-

ey. Commodity of account, means of payment, commodity for long-term holding of wealth. The libra system. Juridical conceptions of money. In opposition to "nominalism" in political economy and jurisprudence one must bear in mind the fact that an M.P. is an economic good regardless of whether it is a coin, a piece of paper or a bank deposit. T 1975

332.402.2 338.91 311.17  
SINAI, A., and H.H. Stokes. Real money balances: an omitted variable from the production function. 7 p. A4 (The Review of economics and statistics, Cambridge(Mass.), no. 3, August, 1972, p. 290. Lit. opg. Tabn.).

No one seems yet to have directly tested the hypothesis that real money balances are a factor input. The authors report the results of such a test. These indicate that real money balances, however defined, are an important input in the production function. The tested production function is of the Cobb-Douglas type, without and with real money balances and a time trend. Results of regressions that are corrected for autocorrelation. Theoretical and empirical issues raised by the results: How to create real money balances. How to modify traditional production analysis. Which is the appropriate model for monetary growth theory. T 1976

332.422.2 : 332.453.2 INTERNATIONAL LIQUIDITY

332.422.2 : 332.453.2 332.577.2  
INTERNATIONAL monetary system, The; a symposium; by J.N. Bhagwati, R.N. Cooper, J. Marcus Fleming a.o. 136 p. A5. (Journal of international economics, Amsterdam, no. 4, September, 1972, p. 315. Lit. opg. Tabn.).

J.N. Bhagwati. The international monetary system: issues in the symposium. R.N. Cooper. Eurodollars, reserve dollars, and asymmetries in the international monetary system. J. Marcus Fleming. Towards a new regime for international payments. R. Triffin. International monetary collapse and reconstruction in April 1972. H.G. Johnson. Political economy aspects of international monetary reform. C.P. Kindleberger. The benefits of international money. P.A. Samuelson. Heretofore doubts about the international mechanisms. T 1977

332.453.1 EXCHANGE RATE

332.453.1 339.233  
DAVID, P.A. Just how misleading are official exchange rate conversions. 12 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 979. Graf. Lit. opg. Tabn.).

The author argues that there is good reason to expect that international differences in per capita real income will be accompanied by marked differences in the relative prices of non-traded commodities. A. concludes that the "real" percentage gap between the per capita income of a given country and the U.S. is only four-ninths of the percentage gap indicated by a straight exchange rate conversion expressing all incomes in dollars. Relative levels of per capita real income and the ratio of currencies' purchasing power to their official dollar exchange rates: 1950, 1955, 1965. T 1978

332.453.4 FOREIGN CREDITS, INVESTMENTS, LOANS  
See also: T 2005, T 2006

(8) 332.453.4 608.3  
COMMON treatment of foreign capital, trademarks, patents, licensing agreements and royalties in the Andean Common Market. 21 p. A5 (Journal of common market studies, Oxford, no. 4, June, 1972, p. 339. Lit. opg.).

Foreign capital, national capital and economic development. Use of modern technology. Positive contribution for the development of the member countries. Joint ventures. Rights and obligations of foreign investors. T 1979

332.571.2 INFLATION  
See also: T 1973

(73) (81) 332.571.2  
ROBOCK, S.H. We can live with inflation (U.S.). 9 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 20. Lit. opg. Tabn.).

Inflation has become a fact of life in the U.S. economy; yet it continues to harm the U.S., because one views inflation in moralistic terms and refuses to admit that price stability is abnormal. It is argued that the U.S. should emulate the example of countries like Brazil in neutralizing inflation-caused in-



equities through monetary corrections, thus spurring economic growth. A. discusses the experience of Brazil, which adopted a comprehensive program in 1964 for living with inflation. Important lessons from Brazil's experience. T 1980

### 332.633 BONDS, DEBENTURES

332.633 332.67 658.15  
SCHILBRED, C.M. An experiment with bonds and risk. 12 p. A5 (Swedish journal of economics, Stockholm, no. 3, September, 1972, p. 344. Lit. opg. Tabn.).

This article is a report on an experiment, carried out with the participation of Danish and Norwegian bond experts in an attempt to obtain information on how risk is treated in risk-taking situations. The bonds had varying coupons, equal maturity provisions and the experts had access to a bond market, so that the yield on alternative, certain investments was given. The runs of signs of observed risk premiums between the Von Neumann and Morgenstern theory of economic behavior, an alternative behavior of maturity fixing or no systematic behavior. Series-bonds and characteristics of the experiment. Risk-premiums and expert classification. Absolute risk aversion and utility functions for money. T 1981

332.67 CAPITAL INVESTMENT, INVESTMENT POLICY  
See also: T 1981, T 2032, T 2045

(73) 332.67 332.63 65.012.2  
GRUNEWALD, A.E., and R.C. Klemkosky. If you believe growth is dead, try the formula timing plan (U.S.). 7 p. A4 (M.S.U. business topics, East Lansing, no. 3, summer, 1972, p. 59. Graf. Lit. opg. Tab.).

Two fundamental decisions confront U.S. investors: selection and timing, that is, what to buy (or sell) and when. The post-World War II period, especially 1950-1960, was generous to investors who ignored the timing decision. But times have changed. What are investors to do about the increasingly important timing decision if the technical and economic approaches do not work consistently. Stock prices and rates of return since 1871. Future of corporate profits. Future of the stock market. Better timing decisions become the key to successful investing in the future. T 1982

(47) 332.67 338.984.3  
BUSH, K. Soviet capital investment since Khrushchev; a note. 6 p. A5 (Soviet studies, Glasgow, no. 1, July, 1972, p. 91. Lit. opg. Tabn.).

Since the published sections of the eighth and ninth 5-year plans devoted to planned investment allocations have been very meagre, the author has assembled more comprehensive tables from a variety of sources. Table I illustrates the growth in investment by branch of industry and sector recorded in 1966-70 and that planned for 1971-75. Table II shows the percentage share of total investment allocated to each principal claimant, 1961-65, 1966-70 and 1971-75. T 1983

### 332.78 CLEARING HOUSE

(42) 332.78 332.13  
HUNSWORTH, J. The clearing system - private and public (England). 5 p. A4 (The Banker, London, no. 560, October, 1972, p. 1253).

Should the London clearing banks admit new members to the clearing house system, or to the Committee of London Clearing Bankers, or both. Is there a monopolistic element in the banking system. The implications of increasing the membership of the clearing banks. T 1984

### 332.815 RATE OF INTEREST

332.815 311.17  
BOHL, D.R. The international interdependence of interest rates. 4 p. A5 (Kyklos, Basel, no. 3, 1972, p. 597. Tabn.).

Results of a statistical coherence analysis to determine to what extent the proposition holds that interest rates in different countries will be highly interrelated in a world of fixed exchange rates and highly mobile capital, large countries especially influencing small ones. This should be revealed in the short run cyclical movement of the respective interest rates. Cross-spectral analysis permits a separation of long and short period fluctuations. Short term interest rates in the 1960's are compared for the U.S., U.K., Canada, France, Germany, Italy, Switzerland, Sweden, The Netherlands, and Belgium. Conclusion: the rates are not very highly related, if at all. T 1985

332,815 332,402.2 338,5 339,32  
BRUNNER, K., and A.H. Melzer, Money, debt, and economic policy activity. 27 p. A5 (Journal of political economy, Chicago, no. 5, September/October, 1972, p. 951. Grafn. Lit. opg.).

The authors develop an alternative to the standard I.S.-L.M.-framework. There are two asset markets and three prices: the prices of real assets, financial assets, and output. Costs of adjustment and information prevent output prices and output from adjusting instantaneously. Both the size of deficits and the method of financing affect output and prices. Some principal implications are derived. Several of these are also demonstrated, using a graph to show the interaction of asset markets, output markets, and the financing of the budget deficit. Some main implications of standard analysis are rejected. The basis for several "monetarist" conclusions is shown. T 1986

### 333 LAND AND PROPERTY, REAL ESTATE

333 338,972 330,115  
VOSGERAU, H.J. Boden und wirtschaftliches Wachstum. 20 p. A5 (Kykkos, Basel, no. 3, 1972, p. 481. Graf. Lit. opg.).

Die lange Vernachlässigung des fixen Faktors Boden in der Wachstumstheorie. Der Autor inkorporiert Land in ein neoklassisches Wachstumsmodell. Dabei ergibt es sich dass ein Zustand gleichgewichtigen Wachstums mit konstanter Wachstumsrate (steady state) möglich ist. Bedingung hierfür ist, dass entweder die Produktionsfunktion vom Cobb-Douglas-Typ ist oder der faktorvermehrnde technische Fortschritt einen "Kennedy-Bias" aufweist. Im steady state steigt der relative Bodenpreis mit der Wachstumsrate des Output, aber der Zinssatz muss höher als die Wachstumsrate bleiben, also keine Goldene Regel. Der steady state ist stabil wenn sich die Preis-erwartungen am steady state Preispfad orientieren. (Summary in English, resume en français). T 1987

### 336 PUBLIC FINANCE

336,2 TAXES, FISCAL POLICY  
See also: T 1991, T 2029, T 2048

336,211 338,92  
PEPPER, H.W.T. Taxation of land and real property in developing countries; some points of practice and policy. 20 p. A5

(Bulletin for international fiscal documentation, Amsterdam, no. 10, October, 1972, p. 355).

Equity of tax. Indigent tax-payers. Export taxes and land taxation. Economic orientation of tax policy. Graduation of tax rates. Size of land holdings. "Fragmentation" of holdings. Taxation of "idle lands". Urban areas, Rural areas, Existing taxes on land. Abatements and exemptions of property taxation. Relief of poverty. Bases of taxation of land and improvements. Valuation. Void relief. T 1988

(73) 336,241 337,4  
ULLMAN, L.S. The domestic international sales corporation ("DISC"); a United States tax vehicle to encourage exports. 10 p. A5 (Bulletin for international fiscal documentation, Amsterdam, no. 10, October, 1972, p. 375).

The Revenue Act of 1971 brought forth a new vehicle, the Domestic International Sales Corporation ("DISC"), designed to promote United States exports by means of certain tax benefits for U.S. corporations engaged primarily in export activities. The five requirements which must be met in order for a corporation to qualify as a DISC. Taxation of a DISC and its shareholders. Effect of non-qualification or termination of the election. Distributions to meet qualifying requirements of DISC. Loans to manufactures. Sale of other disposition of DISC stock. Qualified export assets. Taxable income of the DISC. T 1989

(436) 336,241.3 336,223  
LOITLSBERGER, E. Vorratsentlastung und Investitionssteuer (Oesterreich). 55 p. A5 (Der Oesterreichische Betriebswirt, Wien, no. 1/2, Juli, 1972, p. 1. Abh. Lit. opg. Tabn.).

Aus verschiedenen Gründen wird nunmehr auch in Oesterreich zum Mehrwertsteuersystem übergegangen werden. Behandelt wird der Zusammenhang zwischen Entlastung der Altvorräte und Investitionssteuer. Aus diesem Problemkreis werden drei Subprobleme näher untersucht: 1. Warum soll bzw. muss eine Altvorräteentlastung überhaupt vorgenommen werden. 2. Wie kann eine solche Entlastung durchgeführt werden. 3. Ist dazu die Einführung eines zusätzlichen Steuertatbestandes - die Besteuerung des sogenannten "Selbstverbrauches" (Investitionssteuer) - nötig. Das Lifo-Modell, Das Mehrwertsteuerentwurfsmodell, Das Wertpapiermodell. T 1990

## 337 PROTECTION AND FREE TRADE

337.01 336.2

VANDENDORPE, A.L. Optimal tax structures in a model with traded and non-traded goods, 22 p. A5 (International economics, Amsterdam, no. 3, August, 1972, p. 235. Lit. opg.).

A contribution to the general theory of distortions and welfare in international trade by the providing of a multicommodity framework. The author is especially interested in the link between domestic tax policies and international welfare. The general framework. The optimal consumption tax and production tax problems for a strictly convex domestic technology, in a three good model - one importable, one exportable, one non-traded. The author highlights the symmetries. The optimal consumption tax problem for a domestic production possibility frontier of the ruled-surface type. A brief remark on partial taxation. An appendix contains an alternative characterization of the first-order optimality conditions. T 1991

337.3 TARIFFS

See also: T 1999

337.3 337.914.8 337.91(4)

CHITTLE, C.R. Tariff discrimination and cyclical trade flows: the case of E.F.T.A. 12 p. A5 (Journal of common market studies, Oxford, no. 4, June, 1972, p. 314. Lit. opg. Tabn.).

The author examines the hypothesis that the formation of free trade areas tends to result in an increase in the instability of extra-area imports relative to intra-area imports. Index of fluctuation of E.F.T.A. imports (extra area and intra area - primary and manufactured goods). The S-ratio, Import mix. Preferential tariff treatment and import instability. T 1992

337.9(4) EUROPEAN COMMON MARKET. EUROMARKET

337.9(4)

PRÉSENT, Le, et l'avenir de la Communauté Européenne. 95 p. A5 (Les Problèmes de l'Europe, Paris, no. 57, 1972, p. 7).

A. Firsch. Le présent et l'avenir de l'Europe. D. Colard. La souveraineté nationale et l'Europe politique. Documents de la XXVe Table Ronde (Paris, 7 et 8 juillet 1972) concernant le thème "les problèmes que posent à la Communauté son élargissement et son approfondissement": résumé et synthèse des débats, et textes des rapports présentés par écrit. Extrait des rapports présentés à la Conférence organisée par la Commission Européenne à Venise les 20-24 avril 1972, concernant le thème "industrie et société dans la Communauté". T 1993

gissement et son approfondissement": résumé et synthèse des débats, et textes des rapports présentés par écrit. Extrait des rapports présentés à la Conférence organisée par la Commission Européenne à Venise les 20-24 avril 1972, concernant le thème "industrie et société dans la Communauté". T 1993

337.9(4) 336.12

COMMBES, D., and I. WIEBECKE. The power of the purse in the European Communities; publ. by P.E.P. London, 1972, 103 p. A5. Lit. opg. Tabn. (European series, no. 20). 12/72 Gr. Amb. London.

The budget of the European communities. The new budgetary procedure. Wider effects of the Luxembourg treaty. The role of the European parliament in budgetary procedure. Consequences of British membership. T 1994

337.9(4) 337.91(4) 382.14

LUTZ, C. Der handelspolitische Brückenschlag in Westeuropa. 10 p. A5 (Europa-Archiv, Frankfurt a/M., no. 16, August 25, 1972, p. 549. Lit. opg.).

Die Perspektiven für die "Rest-E.F.T.A.". Erweiterung der E.G. Motive des Umdenkens der E.G. und der E.F.T.A. Die Autonomie des Vertragspartner. Die Problematik des Ursprungsregeln. Empfindliche Erzeugnisse. Die politische Wahl für die Zukunft. T 1995

337.9(1) 341.1

MATHIJSEN, P.S.R.F. A guide to European community law. London, Sweet and Maxwell, 1972. 204 p. A5. Lit. opg. 12/72 Nijh. f 15,50. ISBN-421-17700-4.

The author attempts to give a photograph of the present development of European Community law (mid-1972). Existence of Community law. Community law and national law. The treaties establishing the European Communities: the European Coal and Steel Community; the European Atomic Energy Community (Euratom); and the European Economic Community. The institutions of the Communities: the Assembly (European Parliament); the Council; the Commission; the Court of Justice and other organs of the European Communities. Financial provisions. Acts of the institutions. T 1996



337.9(4) 35.071

F.ROWEIN, J.A. Zur institutionellen Fortentwicklung der Europäischen Gemeinschaften. 10 p. A5 (Europa-Archiv, Frankfurt a/M., no. 18, September 25, 1972, p. 623).

Die Stärkung der Position des Kommissionspräsidenten der Europäischen Gemeinschaften, Straffterer Arbeitsstil des Ministerrats, Priorität für Verstärkung der Kompetenzen des Parlaments. Die Empfehlungen der VEDEL-Gruppe, Beteiligung des Parlaments an Rechtsetzungen, Budgetfestsetzung und Programme der Gemeinschaft, Europäisches Parlament und nationale Parlamente, Zurückhaltung gegenüber Europa-Ministern, Das politische Sekretariat. T 1997

337.9(4) 382.14 382.5

KREININ, M.E. Effects of the E.E.C. on imports of manufactures. 24 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 897. Lit. opg. Tabn.).

The effects of the E.E.C. on international trade flows. The author presents ex-post estimates of annual trade creation and diversion by the E.E.C. for 1967/68 and 1969/70. A. considers only the "static" or "resource allocative" effects of integration, and implicitly assumes no dynamic growth effects. Estimates are provided for each of nine manufacturing industries and aggregated over the entire manufacturing sector: processed foods; textiles and clothing; wood, paper; rubber products; chemicals; non metallic mineral products; basic metals; transport equipment; engineering products. T 1998

337.91 CUSTOM UNIONS

337.91 337.3 382.1 338.92

ELKAN, P.G. Blueprint for an area of planned and balanced preferential trade. 13 p. A5 (Journal of common market studies, Oxford, no. 4, June, 1972, p. 326. Fig. Lit. opg. Tabn.).

The instruments of trade expansion: tariff quotas and import guarantees, Trade concessions, Preferential duty rate, most favoured duty rate (trading partner outside the group). Possibility to protect individual producers and investors if desired and or intra-group trade could easily be integrated into an economic plan - developing countries. G.A.T.T. -rules. T 1999

338 ECONOMIC STRUCTURE

338 : 63 AGRICULTURE, AGRICULTURAL PRODUCTION  
See also: T 2030

(44) 338 : 63 338.97

DEVELOPPEMENT agricole intégré, Le; par M. Jollivet, A. Brun, Ph. Lacombe, e.a. (France). 201 p. A5 (Economie et sociétés, Paris, no. 5, mai, 1972, p. 997. Grafn. Krt. Tabn.).

M. Jollivet, Agriculture et secteur primaire: considérations critiques sur trois auteurs (C. Clark, J. Fourastie, A. Sauvy). A. Brun, Ph. Lacombe, Cl. Laurent, La place des agricultures à temps partiel et production agricole. Possibilités de comparaisons avec d'autres pays. P. Bairoch, L'agriculture et le processus d'industrialisation aux XVIIIe et XIXe siècles. G. Seve-rac, Progres agricole et developpement economique, de l'Occident. B. Rosier, Note sur l'analyse des structures économiques et de leur dynamique: l'exemple du secteur agricole. L. Ma-lassis, Reflexions terminales: essai d'orientation sur de nouvelles recherches portant sur le developpement agricole integre. T 2000

338.01 THEORY OF PRODUCTION  
See also: T 2014, T 2015, T 2052

(73) 338.01 330.115

BONDI, A. On production input intensities and production functions. 12 p. A4 (The Engineering economist, Hoboken, no. 3, April/May, 1972, p. 177. Grafn. Lit. opg. Tabn.).

The author develops a way of representing input intensities which yields the surprising result that growth in labor intensity is far more common among manufacturing enterprises than growth in capital intensity. His mode of representation of input of input intensities should lead to easily estimated production functions. Input intensities are expressed as factors of production per unit of value added. The labor and capital intensities of a firm are divided by the labor and capital inputs per unit of gross domestic product, yielding dimensionless labor and capital intensities. Time-series of these yield the growth in labor-intensity results for U.S.A. industries. Location of points relative to indifference hyperbolae on the input intensity maps permit a tolerable guess of relative profitabilities. An approximation had to be used for the efficiency in the use of raw materials. T 2001

338.5 PRICE AND VALUE. PRICES  
See also: T 1986

- (42) 338.5 338:62 380,113  
GODLEY, W.A.H., and W.D. Nordhaus. Pricing in the trade cycle (U.K.). 30 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 853. Grafn. Lit. opg. Tabn.).

The authors examine the movements of industrial prices caused by short run changes in demand. A. specify a set of assumptions embodying the essential elements of the "normal price hypothesis" (prices only move with normal cost) in a way which makes it possible to construct a "prediction" of output prices without any reference to the actual recorded movement of these prices. A confrontation with the actual movement of prices. The coverage of this inquiry is U.K. manufacturing, excluding food, drink and tobacco. T 2002

338.58 COSTS  
See also: T 2024

- (42) 338.58 336,532  
NEWTON, T. Cost-benefit analysis in administration; publ. by the Royal Institute of public administration, London, Allen and Unwin, 1972. 248 p. A5. Bibliogr. Grafn. Tabn. 11/72 R.E. (4,15 pound). I.S.B.N. -0-04-336043-2.

This book has specially been written for the administrator who wishes to understand the nature of cost-benefit analysis and the way it has been applied in the U.K. The book reviews attempts to evaluate investment proposals for conserving and improving the environment, and describes an original case study on the costs and benefits of a local flood-relief scheme. Increased investment in major road and transport on their economic and social consequences. The book describes studies which have set out to measure these, including an assessment of the most significant and controversial to date - that by the Roskill Commission on the third London Airport. Applications of cost-benefit analysis to urban and rural planning projects are also highlighted, as are studies of car parking and fishing. T 2003

338.92 DEVELOPING COUNTRIES AND AREAS  
See also: T 1964, T 1988, T 1999, T 2014, T 2044

- 338.92 330,17 331,152,3  
VANEK, J., and J. Espinosa. The subsistence income, effort

and development potential of labour management and other economic systems, 14 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 1000. Grafn. Lit. opg.).

The authors attempt to show that if labour management is a suitable system from the standpoint of choosing an optimum of labour effort in general, its comparative advantage with respect to other economic systems is even greater in the context of developing countries. Development of a set of short- and long-run subsistence effort functions. The labour-management solution of production in the light of the subsistence-effort function in typical developing countries. A. contrast the solutions shown for the labour-managed firm (or economy) with solutions likely to occur under capitalist conditions. T 2004

- 338.92 332,2 332,453,4 338,972  
PAPANEK, G.F. The effect of aid and other resource transfers on savings and growth in less developed countries. 17 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 934. Lit. opg. Tabn.).

In the theory of economic growth the incremental capital-output ratio did not remain a fixed a figure, but was assumed to change with the rate and composition of investment. Assumptions about the contribution of foreign resources were not changed: they were exactly additive to domestic savings and to do domestically financed imports. The effect of resource inflows on savings or investment. Accounting convention versus behavioural effects. Savings, growth and foreign inflows in some countries subject to exogenous shocks. Savings, inflows and exports. Conclusions concerning the negative impact of inflows on savings. T 2005

- 338.92 332,453,4  
DRAKE, P.J. Natural resources versus foreign borrowing in economic development. 12 p. A5 (The Economic journal, London, no. 327, September, 1972, p. 951. Lit. opg.).

The author tries to counterbalance the existing emphasis on the quantitative importance of imported capital in early economic development, by calling attention to the important role of domestic natural resources. A. examines a model of early economic growth without foreign borrowing. Re-investment of profits. A. concludes that "natural resources" is a most important latent force. T 2006

338.97 ECONOMIC DEVELOPMENT

See also: T 2000, T 2042

(51) 338.97 382.14

KLATT, W. Das Wirtschaftspotential der Volksrepublik China; Entwicklung und Bedeutung von Binnenwirtschaft und Aussenhandel. 12 p. A5 (Europa-Archiv, Frankfurt a/M., no. 18, September 25, 1972, p. 633. Lit. opg. Tabn.).

Zur Glaubwürdigkeit statistischer Angaben über China, Die Besonderheiten des Agrarsektors, Unzuverlässige Bevölkerungszahlen, Die Rohstoffbasis und die Entwicklung der Industrieproduktion, Die Aussenhandelspolitik Chinas: die untergeordnete Rolle des Aussenhandels; Handelspartner und Handelswaren, China-Geschäft der B.R.D. Die Finanzierung des Aussenhandels, Gesamtbilanz. T 2007

338.97 : 31 FORECASTING, FORECASTS

(73) 338.97 : 31 330.115

HAITOVSKY, Y., and G. Treyz. Forecasts with quarterly macro-econometric models, equation adjustments, and benchmark predictions: the U.S. experience. 9 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 3, August, 1972, p. 317. Lit. opg. Tabn.).

The variation in the way that econometric models are used for forecasting makes it difficult to interpret the forecasting record. However records are kept, and by performing various experiments the effects of making equation adjustments and of projecting values for the exogenous variables can be analyzed. The extent to which interaction between forecaster and the model forecast influences forecast error. The role of other adjustments to the model. A comparison of the American adjusted quarterly macro-econometric forecast record with other ex ante and ex post forecasting records in the late sixties. (G.N.P. and unemployment rate; average absolute forecast error; Office of Business Economics, Wharton School of Finance and Commerce, and the St. Louis equation). T 2008

338.972 BUSINESS CYCLES, ECONOMIC GROWTH

See also: T 1987, T 2005, T 2028, T 2046

(430.1) 338.972

THOBEN, C. Wachstumsverluste - kritisch gesehen (West-

deutschland). 19 p. A5 (Mitteilungen des Rheinisch-westfälischen Instituts für Wirtschaftsforschung, Essen, no. 1, 1972, p. 5. Grafm. Lit. opg.).

Die Rezession der Jahre 1966/67 liegt vier Jahre zurück so dass der Einfluss dieser Wachstumspause auf die längerfristige Wirtschaftsentwicklung erkennbar sein dürfte. Die Frage "Wachstumsverluste und Stabilitätsgewinne". Methoden für die Messung von Wachstumsverlusten. Wie stark angewandte Methode und Ergebnis voneinander abhängen. Bestimmung des Produktionspotentials über die Inputseite, (über den Faktor Kapital, über eine Produktionsfunktion); und über die Outputseite. Die tatsächliche Entwicklung von Faktoreinsatz und Produktion. Oekonomisch plausible verbale Überlegungen. T 2009

338.972 614.7

JOUVENEL, J. DE. Sur la croissance économique. 49 p. A5 (Analyse et revision, Paris, no. 4, octobre, 1972, p. 1143).

Le texte intégral de l'exposé de l'auteur sur la croissance économique et son orientation à long terme, présente lors des Rencontres Internationales (Paris, 20-22 juin 1972). Ce que l'on entend par croissance économique. L'illusion de la matérialité du produit. Une vision monétaire. Ce qui échappe à la vision monétaire: les problèmes sociaux, La ville. Les rapports avec la nature. Production et orientation. Le proces de la croissance. L'étude Meadows. La croissance exponentielle. La croissance industrielle précipitée et la menace qu'elle constitue pour la nature vivante. L'épuisement des réserves de matières brutes. Les pollutions. T 2010

338.984.3 PLANNING, NATIONAL ECONOMIC PLANS

See also: T 1983

(51) 338.984.3

JONES, E.F. Economic planning: in search of a model (China). 7 p. A5 (Current scene, Hong Kong, no. 10, October, 1972, p. 18. Tab.).

China's average annual gross national product growth rate. It is difficult to speak of a Chinese model of development, for the Peking government has followed varied economic strategies. The author gives examples. Economic controls. Currently, there is a rapidly reviving emphasis on economic growth priorities and organization. The fourth five-year plan, which emphasizes ma-



for infrastructure investments in roads, railroads, transport, public utilities, and resource development, is one which requires careful planning. T 2011

### 339 DISTRIBUTION AND CONSUMPTION OF WEALTH

339.233 INCOME. PRIVATE CAPITAL  
See also: T 1978

(73) 339.233 311.313  
BRETZFELDER, R.B. State and regional income 1971 (U.S.A.). 12 p. A4 (Survey of current business, Washington, no. 8, August, 1972, p. 21, Graf. Tabn.).

Two pages of text extracting and explaining the most significant data and the developments in them of 10 pages of national, regional and state statistics on income in the U.S.A. in 1971. Per capita personal income 1948-1971. Percent change 1970-71. Major sources 1969-71. Broad industrial sources 1971. Industrial sources of civilian income received by persons for participation in current production 1971. Most differentials between regional and national change in total personal income were traceable primarily to developments in manufacturing, secondarily to those in farming, and to a lesser degree to those in construction. T 2012

339.233 339.23 330.17  
BLUEMLE, G. Vermögensverteilung, personelle Einkommensverteilung und Wirtschaftswachstum. 24 p. A5 (Kykkos, Basel, no. 3, 1972, p. 457. Graf. Lit. opg.).

Dieser Aufsatz soll modellmässig darstellen wie sich unter recht allgemeinen Annahmen für die Besitzinkommen eine Pareto-Verteilung ergibt aus Vermögensbildung und Sterbevorgang in einer wachsenden Wirtschaft. Dies macht die für die höheren Einkommen festgestellten Unterschiede der Verteilung in den Volkswirtschaften - in den westlichen Industrienationen eher Paretoverteilt, in den Ostblockländern eher lognormal (Gibrat) verteilt, - begreiflich. Gibrat nimmt an dass die relativen Einkommensänderungen stochastisch unabhängig sind, bei Pareto ist dies nicht der Fall. Die Stabilisierung der Verteilung kommt durch Bevölkerungswachstum und Sterbeprozess zustande. Die personengebunden menschlichen Eigenschaften bekommen in der Marktwirtschaft mehr Spielraum, und bedingen die grossere Ungleichmassigkeit der Verteilung nach Pareto's Ge-

setz. (Summary in english, résumé en francais).

T 2013

### 339.3 NATIONAL WEALTH. NATIONAL INCOME

339.3 330.115 330.123,7 338.01 338.92  
KUYENHOVEN, A. Some further extensions of the semi-input-output method; publ. by the Netherlands school of economics; Centre for development planning. Rotterdam, 1972. 19 p. A4. Bibliogr. Tabn. (Discussion paper, no. 18). 11/72. Gr. uitg.

The author proposes some theoretical extensions of the semi-input-output method as well as for the selection criterion. A distinction is made between the investment or construction period, and the operation period, implying the calculation of two kinds of bunches, one for the investment activities and another for the operating activities. With regard to the impact of a capacity expansion on the developing economy, sector-specific and non-sector-specific effects are distinguished. The time to build the new capacity (the construction period) will generally be different for different sectors. T 2014

(42) 339.3 330.115 338.01  
KATE, A. TEN. An application of the semi-input-output method; upon the British economy; publ. by The Netherlands school of economics; Centre for development planning. Rotterdam, 1972. 14 p. A4. Bibliogr. Graf. Tabn. (Discussion paper, no. 19). 11/72 Gr. uitg.

Examination of the characteristics of the semi-input-output method. An application upon the British economy. The relations between the formulas and the data. The results of the computations. Discussion of the results: the bunches; the time unit; the programming problem. The semi-input-output model and the bunch approach. The author concludes that the opportunities for international trade are heavily exaggerated in the semi-input-output method. T 2015

### 339.32 NATIONAL INCOME. NATIONAL ACCOUNTS See also: T 1986

(430.1) 339.32  
LOEBBE, K. Ein System gesamtwirtschaftlicher Wirkungen der staatlichen Aktivität (Westdeutschland), 20 p. A5 (Mitteilungen des Rheinisch-westfälischen Instituts für Wirtschaftsforschung,

Versuch zur Konzeption eines mehr umfassenden Systems zur Analyse der staatlichen Aktivitäten, sowohl hinsichtlich der betrachteten Entscheidungsstufen wie auch der ökonomischen Gliederung. Entscheidungsstufen: Bereitstellung von Mitteln im Haushaltsplan, Auftragsvergabe, Leistungserstellung, Zahlungsvorgänge. Gliederung der Leistungserstellung nach der Art der Transaktionen bei der Analyse der Konjunkturentwicklung, und nach Aufgabenbereichen für längerfristige Fragestellungen. Gliederung der Zahlungsvorgänge nach Auswirkungen auf das Geldvolumen oder die Bankenliquidität, und weitere Rückwirkungen auf die Güter- und Rückwirkungen auf die Güter- und Faktormärkte. Zahlen in der B.R.D. T 2016

(44) 339,32

COMPRES, Les, de la nation 1972 (France), 62 p. A4 (La Documentation française; Notes et études documentaires, Paris, no. 3933/3934, octobre 16, 1972, p. 1, Tabn.).

La croissance économique en 1972. Développement de la demande des ménages et maintien d'une épargne élevée. Adaptation des entreprises au déplacement de la demande et à la hausse des coûts. Inadaptation du marché du travail. Consolidation de l'équilibre extérieur. Recherche de l'équilibre budgétaire et de la stabilisation de la pression fiscale. Expansion rapide des opérations financières. Persistance de l'inflation. L'environnement international. La population et l'emploi. L'équilibre des opérations sur biens et services. Les comptes d'agents. L'équilibre extérieur. L'équilibre financier. Les agrégats normalisés des années 1959 à 1971. T 2017

### 339.4 CONSUMPTION. CONSUMERS

339.4 330.115 659.1

TAYLOR, L.D., and D. Weiserbs. Advertising and the aggregate consumption function. 14 p. A5 (The American economic review, Evanston, no. 4, September, 1972, p. 642. Lit. opg. Tabn.).

The analysis concentrates on the effects of advertising in the aggregate, consumption function and is conducted in the framework of the state-adjustment model of Houthakker and Taylor (H-T), as applied to aggregate consumption. Following the H-T model, two variants of the model have been employed; the first

focuses on consumption, and the second on personal saving.

T 2018

(73) 339.4 659.23

AAKER, D.A., and G.S. Day. Corporate responses to consumerism pressures (U.S.), 11 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 114. Lit. opg.).

U.S. business now recognizes that consumerism pressures will intensify, as will the pressures to increase government regulation. Now the emphasis must be on consumer interests as a key part of the corporate marketing concept, rather than on short-run market success. The appropriate company orientation combines understanding of consumer problems and a capable consumer information system with a decision-making process that considers social aspects. T 2019

### 351 GOVERNMENT LEGISLATION. PUBLIC SERVICES. REGULATIONS

#### 351.777 GOVERNMENT HEALTH CARE

351.777

PRUD'HOMME, R. Note sur la gestion de l'environnement. 26 p. A5 (Analyse et prévision, Paris, no. 4, octobre, 1972, p. 1223. Affn. Lit. opg.).

Quels sont les fondements des politiques de l'environnement. Après avoir montré que l'écologie et l'économie offrent des bases fragiles, l'auteur esquisse des modèles économique-écologiques susceptibles d'être plus solides, énumère et analyse les mécanismes de gestion à mettre en œuvre examine enfin quelques-unes des conséquences de ces politiques. T 2020

351.777 614.7 341

RAUSCHNING, D. Umweltschutz als Problem des Völkerrechts. 14 p. A5 (Europa-Archiv, Frankfurt a/M., no. 16, Augustus 25, 1972, p. 567. Lit. opg.).

Die Relevanz des Völkerrechts, 4 Gesichtspunkten. Völkerrechtliche Regeln über den Umweltschutz. Der Vertrag zum Schutz des Bodensees vor Verunreinigungen. Der Schutz der Meere und der Luft. Die Verträge über Naturschutz. Die internationalen Strahlenschutzbestimmungen. Aufgaben internationaler Organi-

sationen und Aufstellung internationaler Regeln, D.D.T., Kühlwasser, Codex Alimentarius, Umweltkosten, Typen internationaler Normen, Kompetenz internationaler Organisationen. T 2021

### 351.82 : 622 MINING POLICY

(73) 351.82:622 338,987.3 622,323  
SCHULZ, W. Oekonomische Probleme der Politik der Erdölkonserverierung in den U.S.A. München/Wien, Oldenburg, 1972, 406 p. A5. Bibliogr. Graf. Tabn. 12/72 R.E. (D.M. 44,-). ISBN-3-486-39081-3.

Die Konservierungspolitik in der Erdölwirtschaft der U.S. ist den ersten Jahrzehnten unseres Jahrhunderts zur Bewältigung der Überproduktion und Verschwendung in der Erdölgewinnung entwickelt worden, Idee und Zielsetzung der Konservierung. Eine Untersuchung der Konservierungspolitik auf dem Erdölsektor in den U.S. Die langfristige Kostenentwicklung in der Erdölgewinnung der U.S. Die Entwicklung der "effort costs", der Wiederbeschaffungskosten, der Produktivität und der Erdölpreise. Die zukünftige Entwicklung der Erdölgewinnung in den U.S. (Bibliogr. - 16 S.). T 2022

### 351.82 : 63 AGRICULTURAL POLICY

(51) 351.82 : 63 338 : 63  
GOLFIN, J. Le monde rural; la recherche des structures et les problèmes de production (Chine). 6 p. A4 (La nouvelle Chine, Paris, no. 9, octobre, 1972, p. 19).

La politique économique rurale. L'équipe de production doit redevenir partout l'unité de base de la vie agricole. Le secteur agricole est lui-même commandé par une double priorité: celle de l'économie collective, et, dans celle-ci, par la priorité des céréales. Le grand problème est celui de l'augmentation de la production. Le principe politique qui commande tout l'effort productif est celui de l'accroissement des rendements en dépit des circonstances climatiques. Pour accroître les rendements, trois grands moyens sont mis en œuvre. T 2023

### 378 EDUCATION See also: T 1970

378 338.58 65,012.2  
DRAKOS, G.E. Le rôle et l'analyse coûts/bénéfices dans la planification des objectifs de l'enseignement universitaire. 19 p. A5 (Annales des sciences économiques appliquées, Louvain, no. 2, octobre, 1972, p. 193. Bibliogr.).

L'augmentation du taux de fréquentation universitaire ainsi que les accroissements importants des dépenses de fonctionnement des universités ont amené une fraction croissante des ressources financières publiques et privées dans le secteur de la formation de diplômés universitaires. L'optimisation des ressources consacrées à l'enseignement universitaire devient alors impérieuse. L'objectif de l'éducation supérieure. L'analyse. Les bénéfices primaires et secondaires. Le coût social: le coût direct, indirect, les coûts supplémentaires, le coût total. L'actualisation des bénéfices et des coûts à un moment donné. Le taux de rendement social. T 2024

378.938 658,386-052.22  
BURGOYNE, J. The role of business schools in the development of managerial attitudes and the socialisation of managers. 10 p. A5 (Management decision, London, no. 2, Summer, 1972, p. 101. Lit. opg. Tabn.).

This article studies attitude change and its intention is to emphasize that management education has its impact through influencing attitudes as well as developing instrumental skills - skills in getting things done. The implications for business schools of their impact on managers' attitudes are brought out through a research study carried out in one of Britain's major schools. T 2025

### 382 FOREIGN TRADE, INTERNATIONAL TRADE See also: T 1961, T 2046

(51) 382  
CHINA's foreign trade in 1971. 17 p. A5 (Current scene, Hong Kong, no. 10, October, 1972, p. 1. Tabn.).

The foreign trade of the P.R.C. (People's Republic of China) continued to expand in 1971, and reached the highest volume of trade in the history of the P.R.C. Total trade increased 9



percent over the 1970 level and 10 percent over 1966, the pre-Cultural Revolution peak year. Exports grew by 15 percent, while imports increased only 3 percent. China ran an extremely small deficit in hard currency trade with non-Communist partners. However, the P.R.C. achieved a surplus in trade with communist nations. Trade trends, Regional breakdowns. The trade by area. T 2026

382 380,1 60  
PURVIS, D.P. Technology, trade and factor mobility. 10 p. A5 (The Economic Journal, London, no. 327, September, 1972, p. 991. Grafn. Lit. opg.).

The Heckscher-Ohlin-Samuelson model ignores climatic and other differences of natural endowment by assuming identical production functions as between countries. The author explores the implications of relaxing this restriction. Specialisation and the gains from factor mobility. Technology differences between countries. The introduction of capital mobility into a free trade situation. T 2027

## 6 APPLIED SCIENCES, MEDICINE, TECHNOLOGY

### 60 TECHNOLOGY, TECHNICAL PROGRESS See also: T 2027, T 2052

60 338,972  
McCAIN, R.A. Induced technical progress and the price of capital goods. 13 p. A5 (The Economic Journal, London, no. 327, September, 1972, p. 921. Grafn. Lit. opg.).

Examination of steady-state growth in a two-sector model economy. Technical progress in each sector is governed by an innovation-possibility frontier of the Kennedy-Weizacker type. Examination of the two-sector model. The motivation for the assumption of independent technical progress in the two sectors. The steady-state growth properties of the model. The implications of the model for index numbers. Some necessary conditions for stability. T 2028

## 614 NATIONAL HEALTH SERVICE

### 614,7 POLLUTION See also: T 2010, T 2021, T 2062

614,7 628,54 336,2  
BOHM, P. Pollution: taxation or purification. 17 p. A5 (Kykkos, Basel, no. 3, 1972, p. 501. Grafn.).

Efficiency in the case of (water) pollution. An integrated analysis of alternative policy measures - taxation, centralized waste treatment and relocation of wastes by sewers or otherwise - and the derivation of criteria for optimal policy. The situation of no intervention in a market economy where there are negative external effects from pollution. The "ideal" taxation solution. The criterion when a polluter should be connected to a central waste treatment system instead of being taxed. Criteria for treatment plant construction. The information requirements of the alternative measures. (Resume en francais, deutsche Zusammenfassung). T 2029

## 633 CROPS, PLANTATION

### 633,85 OIL-CONTAINING PLANTS

633,85 338 : 63 658,21  
ANDREAE, B. Der Weltolfruchtbau im Standorts- und Produktivitätsvergleich; Klimazonen und Wirtschaftsstufen im arbeitsteiligen Prozess. 10 p. A4 (Agrarwirtschaft, Hannover, no. 8, August, 1972, p. 281. Lit. opg. Tabn.).

Die Versorgung der Europäischen Gemeinschaften mit pflanzlichen Ölen und Fetten. Die Weltolproduktion gegliedert nach Weltwirtschaftspflanzen, Versorgungsbilanzen in den E.G. Die Weltproduktion der wichtigsten ölliefernden Kulturpflanzen. Ökologische Ansprüche, Feldsysteme mit Ölfruchtanbau in den Klimazonen der Erde. Arbeitsaufwand im Ölfruchtbau sowie technische Aufbereitung und Verwendung des Erntegutes. Produktivitätsvergleich ölliefernder Weltwirtschaftspflanzen. Produktivitätsentfaltung von Ölfrüchten im Zuge der volkswirtschaftlichen Entwicklung. (Summary in English). T 2030

65 BUSINESS ECONOMICS. ORGANIZATION AND MANAGEMENT

65,012,122 OPERATIONS RESEARCH. LINEAR PROGRAMMING, a.s.o.  
See also: T 1962, T 2040, T 2041, T 2049

65,012,122  
BRABANDER, B. DE. A dynamic model of the innovativeness of search in organizational decision-making. 14 p. A5 (Tijdschrift voor sociale wetenschappen, Gent, no. 3, 1972, p. 331. Fig. Graf. Lit. opg. Tab.).

A problem with which classical decision-theory doesn't concern itself is the question why decision-makers keep looking for new alternative solutions. Behavioral theory does consider this aspect of decision-making. The author is especially interested in stable decision-environments, in which Simon's adaptive theory should predict a fixed decision pattern. In practice this is absent, for which a tentative model is offered as an explanation, based on the psychological tendencies to task-tension release and learning by experience. This searching-for-alternatives process is represented in a flow chart. T 2031

65,012,122 332,63 332,67 658,5  
SENGUPTA, J.K. Decision rules in stochastic programming under dynamic economic models. 20 p. A5 (Swedish journal of economics, Stockholm, no. 3, September, 1972, p. 370. Lit. opg. Tabn.).

Sensitivity of decision rules under two dynamic economic models with stochastic constraints is analyzed in respect of the stability of the optimal, the suboptimal characteristics, and the convergence to steady-state behavior. A dynamic investment allocation model. A production planning model under reliability measures. T 2032

65,012,2 PLANNING, PROGRAMMING  
See also: T 1982, T 2024, T 2050

65,012,2 330,123,6 351,8  
JENKINS, M. An approach to planning in the public sector. 14 p. A5 (Management decision, London, no. 2, summer, 1972, p. 155.

Lit. opg. Tabn.).

This paper is concerned with strategic planning in the public services, in particular that sector where no market price exists and where the community expresses some demands. Health services, social services, education authorities or local authorities are examples. The quantity and allocation of these services are not usually directly determined by the community itself but by some section of the community; commonly politicians, economists, planners and occasionally representatives of the community. Within these planning bodies each individual conception of the "best" policy is in conflict with all others. A method of arriving at the most acceptable single policy is evaluated. T 2033

65,012,2 658,152 658,155  
TERSINE, R.J., and W. Rudko. A bivariate stochastic approach to capital investment decisions. 20 p. A4 (The Engineering Economist, Hoboken, no. 3, April/May, 1972, p. 157. Graf. Lit. opg. Tabn.).

The authors develop a probabilistic technique for capital investment decisions that should be simple and realistic enough for the usual manager who still clings to deterministic techniques, in spite of the many probabilistic techniques of treating risks developed in the literature. A stochastic treatment of future cash flows and investment lifetime is developed via the beta distribution. This has certain flexible features that make it a fair first assumption for the manager who must reduce the magnitude of many uncertain events that influence future occurrences. Probabilistic ranking of investment alternatives allows the fitting of the selection process to the level of risk-bearing judged acceptable. T 2034

(73) 65,012,2 658,3-052,22  
EGERTON, H.C., and J.K. BROWN. Planning and the chief executive; a research report from the Conference board; publ. by the Conference board, New York, 1972. 62 p. A4. Lit. opg. (Conference board report, no. 571). 12/72 Gr. Uitg. (15 dollar).

This report, based on interviews with 50 American chief executives and several corporate planning officers, investigates the role of the chief executive in the planning process: how he conceives of planning, why and how planning changes under his stewardship, his personal involvement, and his assessment of planning in his company. Also discussed are supporting processes.

dures or organizational entities incorporated in the planning process. T 2035

#### 65,012,4 MANAGEMENT

65,012,4 65,011,1

McCONKEY, D.D. Implementation - the guts of M.B.O. 6 p. A5 (Advanced management journal, New York, no. 3, July, 1972, p. 13).

The adoption of management by objectives M.B.O. and the multifaceted applications have not been all successes. Certain of them have been resounding successes. The success of others is questionable. Still others have been outright failures. A, investigates the reasons for these failures. Almost invariably the answer lies in the manner in which the system was implemented and especially in the pre-implementation phase. The most common approaches to implementation of M.B.O. After the implementation. Caveat emptor. T 2036

65,012,4 65,011,1

McCONKEY, D.D. Twenty ways to kill management by objectives. 10 p. A5 (Management review, New York, no. 10, October, 1972, p. 4).

The rapid growth of management by objectives (M.B.O.) in the past 10 to 15 years has been accompanied by significant problems, but the weaknesses of the managers who applied the programs, rather than by any inherent weaknesses in the M.B.O. system itself. This premise is amply illustrated by this article listing twenty ways to kill even the best M.B.O.-program. T 2037

(7/8=6) 65,012,4 65,082

DEVELOPMENT, The, of management consultancy in Latin America; report of U.N.I.D.O. meeting held in Santiago, Chile, 5-9 July, 1971; publ. by the United Nations industrial development organization, Vienna, New York, 1972, 27 p. A5. Bibliogr. 10/72 Gr. Uitg. (1 dollar).

Background, objectives and organization of the meeting. Conclusions and recommendations. The development of professionals for management consultancy in Latin America. Universities and consultants. Education for effective management to meet im-

mediate needs of economic development. Diagnostic management consulting. The cross-transfer of management skills and know-how. Problems and perspectives on building a management consulting practice in developing countries. Management science - systems science and management consulting. The role of Japan in international management consulting. Management consulting in Europe. The impact of the management technology gap on the development management consultancy in Latin America. Management consulting in Chile, Colombia and Uruguay. T 2038

#### 65,014,1 FUNCTIONS AND TASKS

65,014,1 65,012,614 658,3-057,2

WALTON, R.E. How to counter alienation in the plant. 12 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 70. Abh. Lit. opg.).

Worker alienation in the plant is no passing phenomenon, and to overcome it requires a restructuring of the place of work, this study insists. After showing how employees' changing expectations are clashing with the traditional ways in which plants operate, the author urges redesign of the way tasks are packaged into jobs, the way rewards are made available, the way positions of authority and status symbols are structured, and the way career paths are conceived, among other things. A plant is described where these innovations have been installed. T 2039

#### 65,016 STAGES OF DEVELOPMENT (BUSINESS OR CONCERN)

65,016 65,012,122 65,012,23

ZIMMERMANN, C. Wachstumsstrategie und Programmpolitik; theoretische Grundlagen und Entwicklung einer erfahrungswissenschaftlichen Grundkonzeption am Beispiel eines führenden Unternehmens der maschinenverarbeitenden Industrie. Berlin, Duncker und Humblot, 1972, 243 p. A5. Bibliogr. Graf. Tabn. (Betriebspolitische Schriften; Beiträge zur Unternehmenspolitik, Bd. 10). 11/72, Nijh. f. 53,60. I.S.B.N. -3-428-02716-7.

Ein Beitrag zur theoretischen und qualitativ-empirischen Wachstums-entscheidungsforschung im Betrieb. Der Autor fordert programmorientiertes Wachstumsverhalten, und nicht nur eine Diskussion axiomatischer Modellpramissen sondern auch retrospektive und prospektive Bewertung konkreter Erfahrungsbestände im Unternehmens- und Marktbereich. Dem-



entsprechend stützt er sich auf empirischen Untersuchungen an einem repräsentativen Unternehmen. Grundlagen der Wachstumsstrategie und der Programmpolitik, Analyse und Bewertung der Wachstumsbedingungen innerhalb des strategischen Entscheidungsprozesses, und der Programmalternativen innerhalb des Wachstumsstrategischen Entscheidungsprozesses.  
T 2040

#### 65,016.4 AMALGAMATION, MERGERS, CONCENTRATION

65,016.4 65,012,122  
BUCHINGER, G. Unternehmenszusammenschluss als Koordination von Entscheidungen, 11 p. A5 (Der Oesterreichische Betriebswirt, Wien, no. 1/2, Juli, 1972, p. 56, Lit. opg.).

Unternehmenszusammenschluss als Bereich unternehmerische Alternativen. Potentielle Effekte von Unternehmenszusammenschlüssen. Potentielle Effekte bei unveränderten Kapazitäten der einzelnen Unternehmungen. Potentielle Effekte bei Veränderung von Kapazitäten. Potentielle Effekte eines einheitlichen Auftretens nach aussen. Effekte der rechtlichen Gestaltung von Unternehmenszusammenschlüssen. Modellanalyse als Hilfsmittel zur Beurteilung von Unternehmenszusammenschlüssen. Die Sicherung koordinierter Entscheidungen im Unternehmenszusammenschluss.  
T 2041

#### 651 OFFICE MANAGEMENT

651,011.56 ADMINISTRATIVE AUTOMATION  
See also: T 2066

651,011.56 338.97 711  
ANGEWANDTE Informatik; hrsg. von P. Mertens; unter Mitw. von H. Krenn, H.J. Trebst, P. Finkenzeller, u.a. Berlin/New York, de Gruyter, 1972, 198 p. A5. Bibliogr. Geill. Graf. Tabn. (Sammlung Goschen, Bd. 5013), 10/72, R.E. (D.M., 9,80). I.S.B.N. -3-11-004112-X.

Eine Materialsammlung des in den verschiedensten Teildisziplinen Erreichten, und der offenen Probleme. Dabei ist es auch ein Anliegen eine Brücke zu schlagen zwischen dem Informatiker und dem Fachmann der Disziplin auf die die Arbeitsergebnisse der Informatik angewendet werden sollen. H. KRENN; Linguistik, H.J. TREBST; Physik, P. FINKENZELLER; Physiologie, G. WAGNER; Medizin, R. HARTWIG und W. REHWALD:

Ingenieurwesen, P. MERTENS; Betriebswirtschaft, H.J. KRUPP; Volkswirtschaft, W. STEINMULLER; Recht, J. GRIESE; Öffentliche Verwaltung, E. SCHEUCH und E. MOCHMANN; Sozialforschung, J. SEGGELE; Raumplanung, Verkehr und Umweltschutz, N. FRANSEN; Verteidigung, Milos LANSKY; Bildungswesen, A. ADAM; Zum langfristigen Wissenschafts- und Forschungsprogramm einer angewandten Informatik.  
T 2042

#### 657 ACCOUNTANCY, BOOKKEEPING

##### 657.37 BALANCE SHEETS

(73) 657.37 657.44 658.155  
REILING, H.B., and J.C. Burton, Financial statements: signposts as well as milestones (U.S.), 10 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 45, Lit. opg.).

While U.S. corporate financial statements offer plenty of information about a company's past performance, traditional statements are inadequate as instruments for evaluating the corporation's securities. Reports must give investors a better basis for weighing companies' earnings potential. This study urges inclusion in financial statements of more information giving clues to what the future performance may be. The key needs are company forecasts and improved reporting of historical data, such as results by line of business and more distinct separation of nonrecurring items. Seven carefully drawn disclosure ground rules are evaluated.  
T 2043

#### 658 BUSINESS AND INDUSTRIAL MANAGEMENT

658,112.3 ESTABLISHMENTS, SUBSIDIARIES, BRANCH OFFICES  
See also: T 2059

658,112.3 327 331,881 337.9 338.92 338.93  
MULTINATIONAL corporation, The; by J. Fayerweather, A.W. Clausen, B. Mennis, a.o. 152 p. A5 (The Annals of the American academy of political and social science, Philadelphia, no. 403, September, 1972, p. 1).

The internationalization of business. The internationalized corporation an executive's view. Multinational corporations, managers, and the development of regional identifications in Western Europe. Trade unions and the challenge of the multinational-

al corporation, Industrial integration. The developing countries, American foreign relations. The international economic system and the multinational corporation. The future international system, Regional and global political integration. T 2044

658,112,3 332,63 332,67 657,372,5 658,155  
KRAINER, R.E. The valuation and financing of the multinational firm. 22 p. A5 (Kykos, Basel, no. 3, 1972, p. 553, Graf, Lit. opg. Tabn.).

An extension of the Modigliani-Miller theorem on capital structure to a multi-currency world where international firms owning physical assets in at least two different countries can issue securities in their capital markets. If the exchange rate and repatriation risk are independent of business risk the existence of an optimal capital structure depends upon the level and structure of yields in the different national capital markets. Exchange rate and repatriation risks prevent international yield equalization. U.S. data indicate that firms are in a better position to take advantage of this than portfolio investors. (Resume en francais, deutsche Zusammenfassung). T 2045

658,112,3 382 338,972  
MEISSNER, H.G. Der Beitrag der multinationalen Unternehmungen zur Entwicklung der Weltwirtschaft. 17 p. A5 (Kykos, Basel, no. 3, 1972, p. 575, Lit. opg. Tabn.).

Das überproportionale Anwachsen der internationalen Handels im Hinblick auf das wirtschaftliche Wachstum. Die These dass die Entwicklung multinationaler Unternehmungen überproportional dazu beigetragen hat. Fast 50% des Welthandels wird von ihnen abgewickelt (Zahlen besonders der B.R.D.). Die Faktoren ihrer Wettbewerbsfähigkeit: Alternative von Aussenhandel und Auslandsinvestition; Möglichkeiten zur Beeinflussung politischer und sozialer Strukturen. Begrenzungen ihrer Wettbewerbsfähigkeit. (Summary in English, resume en francais). T 2046

658,152 INVESTMENT, CAPITAL ARRANGEMENT  
See also: T 1971, T 2034, T 2057

(73) 658,152 311,17  
EISNER, R. Components of capital expenditures: replacement and modernization versus expansion. 9 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 3, August,

1972, p. 297, Lit. opg. Tabn.).

An analysis of individual firm data on replacement and expansion expenditure. The McGraw-Hill capital expenditure survey data offer a unique opportunity to test the competing hypothesis as to timing and determinants of these expenditures. Feldstein and Foot (1971) have utilized aggregative data. In this case about 2700 individual firm observations were generated, in 6 broad industry groups, mostly manufacturing. Conclusions: The planned expenditures for replacement and modernization varied over time, and, as observed by Feldstein and Foot were not a constant proportion of capital. While varying less than these they fluctuate with expansion expenditure. This last is clearly related to past and expected sales changes. The other expenditures are more variously related. T 2047

658,152 336,241  
SOEDERSTEN, J. Taxes and investment decisions. 15 p. A5 (Swedish journal of economics, Stockholm, no. 3, September, 1972, p. 329, Lit. opg. Tabn.).

The author examines the effects of a proportional income tax with given depreciation rules on the ranking of different investment projects. The analysis is performed both for the case where the discount rate is identical before and after tax and for the case where the discount rate is reduced by taxation. The article concludes by demonstrating a method of varying the tax-based depreciation between different investment projects so that the ranking is unaffected by allowance for taxation. T 2048

658,152 65,012,122  
GRANELLE, J.J. L'incertitude et la décision d'investissement dans l'entreprise. 47 p. A5 (Annales de sciences économiques appliquées, Louvain, no. 2, octobre, 1972, p. 97, Fig. Graf, Tabn.).

L'auteur analyse l'influence de l'incertitude sur la prise de décision d'investissement dans les entreprises appartenant au secteur privé de pays de capitalisme développé. Les critères de décision en avenir indéterminé, c'est-à-dire non probabilitaires: le critère de Laplace, de Wald ou du maximum, de Hurwicz, du regret minimum. Le choix d'un critère de décision probabiliste. La prise en considération du temps: le bénéfice actualisé. Le critère de l'espérance mathématique du gain

actualisé. La prise en considération de la forme de la distribution de probabilité. L'introduction de contraintes dans la prise de décision. L'amélioration de l'information. L'action sur les formes du marché. La réduction de l'incertitude par l'autofinancement.

T 2049

(73) 658.152 65.012.2 65.017.2/.3

SCOTT, D.F., O.L. Gray and M.M. Bird. Investing and financing behavior of small manufacturing firms (U.S.). 10 p. A4 (M.S.U. business topics, East Lansing, no. 3, summer, 1972, p. 29. Graf. Lit. opg.).

This study reports the results of a survey relating to the investing and financing behavior of small U.S. business firms. Four central financial management problem areas are investigated: (1) Which tax provisions (if any) provide the greatest incentive to capital investment. (2) How does the small manufacturer evaluate capital investment projects. (3) Is the cost of capital an important variable in the capital budgeting process of the small firm. (4) Does the small firm use debt ratios and/or coverage ratios in making its financing decisions.

T 2050

658.152 658.14

SLYPE, H. VAN. Détermination du fonds de roulement nécessaire à un investissement. 24 p. A5 (Annales des sciences économiques appliquées, Louvain, no. 2, octobre, 1972, p. 168. Bibliogr. Tabn.).

La mesure du fonds de roulement a été long temps considérée comme un instrument essentiel pour l'analyse financière de l'entreprise. Si l'on s'efforce de faire actuellement le point sur l'évolution de ce concept, force est de constater certaines insuffisances. Défini à partir du cycle d'exploitation, le fonds de roulement ne peut être déterminé sur base d'un bilan ou même d'une série de bilans. Présentation générale du concept du fonds de roulement. Les temps d'écoulement. Les ratios de structure. Fonds de roulement et décision d'investir. Concept. Présentation générale d'une cas. Estimation du fonds de roulement nécessaire dont l'entreprise a besoin avant investissement.

T 2051

658.155 PROFIT, PROFITABLENESS

See also: T 2034, T 2043, T 2045, T 2057

658.155 338.01 60

LAU, L.J. Profit functions of technologies with multiple inputs and outputs. 9 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 3, August, 1972, p. 281. Lit. opg. Tab.).

The application of duality in economic analysis a.o. Shephard's Lemma, McFaddens (1972) generalization of the duality concepts in production theory to include profit and revenue functions, in which the profit function is a function of the output and input prices. This function gives the value of the maximized profit of a profit-maximizing and price-taking firm endowed with a given technology. This paper is concerned with the properties of the profit functions of technologies with multiple inputs and outputs. Several theorems which relate the properties of the transformation functions to the properties of the profit functions are proved. This results in a table of functional forms of profit functions under (combinations of) 5 assumptions as to homogeneity, separability and non-jointness.

T 2052

658.21 LOCATION AND SITE LAY-OUT

See also: T 2030

(73) 658.21 380.13

WEISS, L.W. The geographic size of markets in manufacturing (U.S.A.). 13 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 3, August, 1972, p. 245. Lit. opg. Tabn.).

An alternative index of market size for the U.S.A., based on the Census of Transportation (distance shipped); motivated by a need to better identify geographic markets for the measurement of industrial concentration. It may also help in plant location. Shortcomings of existing methods. Comparisons with indexes of output dispersion and with an element of transport cost. Regression analysis. A brief summary of the market sizes of U.S.A. manufacturing industries.

T 2053

658.3.012.2 PERSONNEL PLANNING

658.3.012.2 658.3-052.22

HELMICH, D.L., and W.B. Brown. Successor type and organizational change in the corporate enterprise. 11 p. A5 (Administrative science quarterly, Ithaca, no. 3, September, 1972, p. 371.



Afbn. Lit. opg. Tabn.).

This research examines the hypothesis that corporate organizations experiencing inside succession in the office of the president exhibit less organizational change than firms undergoing outside succession. The type of succession is related to a combined measure of organizational change based on position shifts and personnel turnover in the executive role constellation. The research also controls for background effects from five potentially confounding variables: organizational performance, successor's style of leadership, intensity of operations, organizational size, and administrative growth in the industry. The data base is derived from 208 corporations which have experienced presidential succession. T 2054

#### 658.31 INDUSTRIAL RELATIONS

658.31 658.14/.17  
McTERNAN, B. Toward a financial/behavioural model of a firm. 11 p. A5 (Management decision, London, no. 2, summer, 1972, p. 143. Grafn.).

Recent industrial disputes have demonstrated that massive confrontations can and do take place. Similarly massive financial collapses are not unknown. How can collision with these industrial icebergs be avoided. Corporate models are now available which provide adequate descriptions of the financial implications of managerial initiatives: using Likert's approach it is possible to seek an explanation of industrial behaviour, in terms of a relationship between attitudes, behaviour and financial results. There are at present no comprehensive analytical connections between these variables; but the urgent need for, and the utility of, such work is explored in this study. T 2055

#### 658.311.5 CHOICE. SELECTION OF WORKERS

658.311.5 331.115.6  
BYHAM, W.C., and S. Temlock. Operational validity; a new concept in personnel testing. 10 p. A4 (Personnel journal, Swarthmore, no. 9, September, 1972, p. 639).

Operational validity includes everything that happens with and to a personnel test after test research has been completed: test administration, interpretation and application. This study discusses each of these components and suggests practical ways to

insure operational validity. A unique testing program is described as an example of the steps an organization can take to make its tests operationally valid. T 2056

#### 658.325 PENSIONS

658.325 658.152 658.155  
BASSETT, P.C. Progressive approach to pension funding. 11 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 125. Grafn. Tabn.).

Organizations have begun to take a harder look at the long-range financial requirements of their pension plans and the implications of these requirements for their funding methods. A. illustrates the techniques some major organizations are currently using to develop more sophisticated pension-fund forecasting systems, as part of their overall long-range financial planning effort. The special characteristic of these methods is that they draw broadly on the expertise of many company functions. Costs are explicitly balanced against risks and final obligations. By means of a case example, author develops actuarial valuations and fits them into a pension-fund forecast that becomes an input to the company's long-range financial planning. T 2057

#### 658.386-052.22 MANAGEMENT DEVELOPMENT See also: T 2025

658.386-052.22  
CRANE, D.P. A dynamic system for management development. 8 p. A4 (Personnel journal, Swarthmore, no. 9, September, 1972, p. 667. Afb. Lit. opg.).

In working toward the objective of providing the organization with a succession of competent management teams, the various components of the management development program must be activated to acquire and develop the necessary manpower. This study presents a step-by-step description of the activities common to a management development program. 1) Organization projection to forecast manpower needs for the future. 2) Position description. 3) Management inventory of existing talents. 4) Replacement charts for each existing position. 5) Management recruiting. 6) Selection and placement. 7) Training for development. 8) Performance appraisal. 9) Salary administration. 10) Continuous program evaluation. T 2058

658,386-052,22 658,112,3

KUHN, P. The magic of multinational management. 9 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 89).

The successful multinational companies seem to have almost magical powers to elicit employee loyalty and interest. Their secret lies not so much in perfection of methods or excellence of men as in developing respect for other nationalities and cultures. It is investigated how such truly multinational companies develop and maintain their cosmopolitan managers. Certain policies of training nationals and expatriates to work together in an operating division or subsidiary are described. International job rotation. Some important questions in staffing. Questions of pay. Trends in training. The language question. T 2059

#### 658,512,3 SUBCONTRACTING

(47) 658,512,3 658,86/87 338,984

SCHROEDER, G.E. The "reform" of the supply system in Soviet industry. 23 p. A5 (Soviet studies, Glasgow, no. 5, July, 1972, p. 97. Lit. opg. Tabn.).

A review of the most recent assault on the perennial supply of industries problem in the Soviet Union. In 1965 a complex set of changes was introduced as part of the general economic reform. Improvements of planning. Stimulants to induce firms to better fulfilment of plans. The creation of a new bureau, Gossnab, to combine central planning of supply and the responsibility for a decentralized system of physical distribution. The author compares production data, opinions in the newspapers and official opinion, and concludes that there has been no significant improvement over the past 5 years. T 2060

#### 658,8 MARKETING

658,8

SWEENEY, D.J. Marketing: management technology or social process. 8 p. A4 (Journal of marketing, Chicago, no. 4, October, 1972, p. 3. Abt. Lit. opg.).

The marketing discipline is presently experiencing an identity crisis. The author examines the implications of conflicting views on marketing education, research, and the crucial issue of social responsibility of marketing. It is suggested that a major reorien-

tation is required of marketing scholars and practitioners if the discipline is to involve into intellectual maturity. T 2061

658,8 65,011,1 614,7

ANDERSON, W.T., L.K. Sharpe, and R.J. Boewadt. The environmental role for marketing. 7 p. A4 (M.S.U. business topics, East Lansing, no. 3, summer, 1972, p. 66. Abt. Lit. opg.).

Effective marketing implies more than the satisfaction of consumer expectations as related to product performance or appeal. Effective marketing means an ever more precise refinement of all organizational operations to conform to changing consumer expectations for enterprise performance over time. The integrated hierarchy of business purpose discussed in this study highlights the fundamental consistency which exists between organizing for enterprise goal attainment and meeting the demands of shifting societal goals and environmental responsibilities. T 2062

658,8 658,3-052,2

BAER, E.E. Salesmanship. New York/St. Louis, McGraw-Hill, 1972, 302 p. A5. Graf. Lit. opg. Tabn. 11/72 R.E. (D.M. 35,85). I.S.B.N.-07-003012-X.

This book is designed to provide the framework for a successful sales career in any field of salesmanship. Part I. The selling system. Professional salesmanship: a conceptual scheme. Consumer need; the basis for all professional sales approaches. Customer needs and their satisfaction. Developing customer enthusiasm and need awareness. Formulating a strategy to sell your product. Planning as related to selling. Part II. Development of the salesman within the sales organization. Planning: its relation to the salesman's success. Decision making in selling. Sales leadership. Part III. Salesmanship in action. Part IV. Sales management. Understanding sales potential: a managerial function. T 2063

658,012,1 MARKET RESEARCH

See also: T 2053

(439) 658,8,012,1 380,13

LASZLO, S. Marktforschung in der Planwirtschaft (Ungarn). 7 p. A5 (Oesterreichische Osthefte, Wien, no. 3, August, 1972, p. 265).

In den Planwirtschaft führenden Ländern entwickelten sich zwei

Bereiche der Marktbeobachtung: Forschungen der Regierungsorgane und Marktforschungen betriebswirtschaftlicher Art. Die begrenzten Aufgaben in der Planwirtschaft. Marktforschung in Ungarn. Veränderungen durch die ungarische Wirtschaftsreform. Monopolstellung der Betriebe gegen Wettbewerb. Unternehmensvoraussagen verschiedener Zeitdauer. Scheinbarer Interessengegensatz Handel-Industrie. Marktforschungsinstitute in Ungarn.

T 2064

#### 658,846 SELLING BY AGENTS

(73) 658,846 65,012,45

McGUIRE, E.P. Salesmen's call reports; a research report from the Conference board, New York, 1972, 96 p. A4, Fign. (Conference board report, no. 570). 12/72 Gr. Uitg. (17,50 dollar).

Based on the experience of 204 U.S. manufacturing and service firms, this study examines the types of forms used by salesmen to report to company headquarters or regional sales offices information on their call activities, status of accounts, customers complaints, competitive intelligence, and the like. It also describes what companies do with these reports, and some of the problems that managements encounter in connection with their call-reporting systems. The last part of the study is devoted to actual examples of call-report forms.

T 2065

#### 658,88 REBATE. TRADE DISCOUNT. PAYMENT. CREDIT

(73) 658,88 651,011,56

COX, E.B., and P.E. Giese. Now it's the "less-check society" (U.S.). 9 p. A4 (Harvard business review, Boston, no. 6, November/December, 1972, p. 6. Lit. opg.).

A few years ago the banking industry was talking of a "check-less society", in which virtually all payments for transactions would be made automatically. But now that the matter has been explored more thoroughly, it appears that a mixture of paper and electronic procedures will become standard. Two American experts describe the likely impact on U.S. banks, companies, workers, and consumers. The role of technology. The Federal reserve board's involvement.

T 2066

#### 659 PROPAGANDA. ADVERTISING. INFORMATION. ADVICE

##### 659.1 ADVERTISING

See also: T 2018

##### 659.1

UNWIN, S. A synchronistic theory of advertising. 6 p. A4 (Journal of marketing, Chicago, no. 4, October, 1972, p. 16. Lit. opg.).

This article proposes a new theory of advertising based on the relationship between technology and time. It relates this theory to parallel concepts in past and current economic thought and considers some of its implications for understanding advertising. Before developing the theory of advertising, the relationship between time and technology is discussed. The article then lays the foundations for such a theory by reference to (1) the insurance and monopolistic roles of advertising advocated by some economists, and (2) the coordinating function now accepted by economic theorists in communist countries.

T 2067

#### 663/664 FOOD INDUSTRIES. FOODSTUFFS. BEVERAGES

(42) 663/664 658,624 658,86/87 659,113,252  
O'REILLY, A.J.F. The conservative consumer (U.K.). 19 p. A5 (Management decision, London, no. 2, Summer, 1972, p. 168. Abh. Graf. Tabn.).

Bringing advanced technology and new products to market in the British food industry is no easy matter. This study focuses on the following key problems: the rapidly changing pattern of distribution; the increasing cost of innovation and communication; the high economic risk; basic technological and packaging difficulties; and organoleptic inadequacy.

T 2068

#### 7 THE ARTS. ARCHITECTURE. ENTERTAINMENT, a.s.o.

##### 79 RECREATION. SPORT

(492) 79

LIER, H.N. VAN. Research on some technical aspects of outdoor recreation, as part of multipurpose rural reconstructions in The Netherlands. 26 p. A4 (The Netherlands journal of agricultural science, Wageningen, no. 3, 1972, p. 154. Fign. Graf.).



Krtm. Lit. opg.).

In the article three major groups of problems have been distinguished: location, capacity, and layout problems. The determination of the right location is to be based on the recreation patterns, and on the properties of the landscape. Model studies, in which demand, use and gravity models are commonly used. The layout of the new project has to be based on the behavior and preferences of the visitors and on the technical possibilities.

T 2069



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